# CLAIMS

What is claimed is:

1   1.    A method for benchmarking in a supply chain utilizing a network, comprising the
2          acts of:
3   a)    collecting benchmark data relating to sales of products by outlets in a supply
4          chain utilizing a supply chain management framework;
5   b)    categorizing the benchmark data based on characteristics of the outlets;
6   c)    comparing the benchmark data of each of the outlets; and
7   d)    feeding the comparison back to the outlets utilizing the supply chain management
8          framework.

1   2.    The method of claim 1, wherein the benchmark data includes ratios of quantities
2          of different products.

1   3.    The method of claim 1, wherein the characteristics are selected from the group
2          consisting of size, location, sign presence, playground presence, Nielson survey
3          data, demographic data.

1   4.    The method of claim 1, wherein the characteristics include size, location, sign
2          presence, playground presence, Nielson survey data, and demographic data.

1   5.    The method of claim 1, wherein the network includes the Internet.

1   6.    A system for benchmarking in a supply chain utilizing a network, comprising:
2   a)    logic for collecting benchmark data relating to sales of products by outlets in a
3          supply chain utilizing a supply chain management framework;
4   b)    logic for categorizing the benchmark data based on characteristics of the outlets;
5   c)    logic for comparing the benchmark data of each of the outlets; and

6    d)    logic for feeding the comparison back to the outlets utilizing the supply chain

7          management framework.

1    7.    The system of claim 6, wherein the benchmark data includes ratios of quantities

2         of different products.

1    8.    The system of claim 6, wherein the characteristics are selected from the group

2         consisting of size, location, sign presence, playground presence, Nielson survey

3         data, and demographic data.

1    9.    The system of claim 6, wherein the characteristics include size, location, sign

2         presence, playground presence, Nielson survey data, and demographic data.

1    10.    The system of claim 6, wherein the network includes the Internet.

1    11.    A computer program product for benchmarking in a supply chain utilizing a

2         network, comprising:

3    a)    computer code for collecting benchmark data relating to sales of products by

4         outlets in a supply chain utilizing a supply chain management framework;

5    b)    computer code for categorizing the benchmark data based on characteristics of the

6         outlets;

7    c)    computer code for comparing the benchmark data of each of the outlets; and

8    d)    computer code for feeding the comparison back to the outlets utilizing the supply

9         chain management framework.

1    12.    The computer program product of claim 11, wherein the benchmark data includes

2         ratios of quantities of different products.

1    13.    The computer program product of claim 11, wherein the characteristics are

2         selected from the group consisting of size, location, sign presence, playground

3         presence, Nielson survey data, and demographic data.

1   14.   The computer program product of claim 11, wherein the characteristics include

2        size, location, sign presence, playground presence, Nielson survey data, and

3        demographic data.

1   15.   The computer program product of claim 11, wherein the network includes the

2        Internet.